

Statewide Lodging Performance										
Market Year	Month of January					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
<b>United States</b>										
2008	51.5%	\$106.14	\$54.62	71,628,460	139,195,053	51.5%	\$106.14	\$54.62	71,628,460	139,195,053
2009	45.9%	\$100.66	\$46.24	66,106,575	143,913,253	45.9%	\$100.66	\$46.24	66,106,575	143,913,253
% change	-10.7%	-5.2%	-15.3%	-7.7%	3.4%	-10.7%	-5.2%	-15.3%	-7.7%	3.4%
<b>Mountain</b>										
2008	55.4%	\$120.39	\$66.74	9,215,153	16,621,828	55.4%	\$120.39	\$66.74	9,215,153	16,621,828
2009	46.0%	\$107.97	\$49.67	7,921,911	17,217,958	46.0%	\$107.97	\$49.67	7,921,911	17,217,958
% change	-17.0%	-10.3%	-25.6%	-14.0%	3.6%	-17.0%	-10.3%	-25.6%	-14.0%	3.6%
<b>State of Arizona</b>										
2008	59.8%	\$124.88	\$74.72	1,887,468	3,154,498	59.8%	\$124.88	\$74.72	1,887,468	3,154,498
2009	52.1%	\$111.34	\$57.98	1,718,334	3,299,733	52.1%	\$111.34	\$57.98	1,718,334	3,299,733
% change	-13.0%	-10.8%	-22.4%	-9.0%	4.6%	-13.0%	-10.8%	-22.4%	-9.0%	4.6%
<b>Metro Phoenix</b>										
2008	65.3%	\$152.19	\$99.44	1,089,005	1,666,746	65.3%	\$152.19	\$99.44	1,089,005	1,666,746
2009	55.7%	\$133.52	\$74.36	983,533	1,766,163	55.7%	\$133.52	\$74.36	983,533	1,766,163
% change	-14.8%	-12.3%	-25.2%	-9.7%	6.0%	-14.8%	-12.3%	-25.2%	-9.7%	6.0%
<b>Metro Tucson</b>										
2008	62.8%	\$112.23	\$70.49	300,194	477,989	62.8%	\$112.23	\$70.49	300,194	477,989
2009	55.5%	\$102.24	\$56.71	266,388	480,252	55.5%	\$102.24	\$56.71	266,388	480,252
% change	-11.7%	-8.9%	-19.5%	-11.3%	0.5%	-11.7%	-8.9%	-19.5%	-11.3%	0.5%
<b>Flagstaff AZ</b>										
2008	46.5%	\$67.21	\$31.28	70,148	150,753	46.5%	\$67.21	\$31.28	70,148	150,753
2009	45.2%	\$66.34	\$30.00	70,935	156,860	45.2%	\$66.34	\$30.00	70,935	156,860
% change	-2.8%	-1.3%	-4.1%	1.1%	4.1%	-2.8%	-1.3%	-4.1%	1.1%	4.1%
<b>Non-metro AZ</b>										
2008	49.5%	\$73.80	\$36.55	468,441	945,841	49.5%	\$73.80	\$36.55	468,441	945,841
2009	45.3%	\$71.15	\$32.20	450,166	994,635	45.3%	\$71.15	\$32.20	450,166	994,635
% change	-8.6%	-3.6%	-11.9%	-3.9%	5.2%	-8.6%	-3.6%	-11.9%	-3.9%	5.2%

Source: Smith Travel Research